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## U.S.I.A. Comes Under Fire At OPC Parley

*The all-day conclave attracted an overflow audience to hear communication experts, diplomats, educators and legislators tell what was wrong with the U.S. Information Agency and solutions.*

*The conference began at 10 a.m., Oct. 22 at the Overseas Press Club and ran on virtually uninterrupted for 12 hours. Even during the lunch and dinner breaks prominent speakers came on after the dessert.*

*Hal Lehrman, OPC president opened the proceedings with a short welcoming speech and introduced the speakers to be heard later in the program.*

*The USIA "is treated like a railroad time table," said Dr. Edward L. Bernays, in his opening remarks." It is subject to change without notice."*

*The statements made by the various speakers in prepared addresses, ad lib observations and in the q. and a. sessions tended to follow the keynote speaker citing case histories and suggestions for cures. — Editor.*

### By Ed Edwin — Wambley Bald

That the USIA performs inadequately was consensually agreed on during the luncheon and afternoon symposium sessions, with recommended solutions ranging from expansion and reorientation to abolition. Criticism was not limited to the agency. Fault was found over the whole spectrum of American informational activities, including drafting of presidential speeches and their impact

upon peoples throughout the world. In light of commercial news media coverage of American events and policies, credibility dilemmas of governmental news dissemination also were examined.

What the United States has failed to realize, U.S. Rep. Dante B. Fascell (D-Fla.) declared at luncheon, was that public diplomacy is "a fact of life" now constituting an environment within which relations among nations now occur.

Our image abroad has deteriorated

steadily and many of our efforts, some very worthwhile and constructive, have encountered increasing resistance, opposition and even met with failure."

The Congressman's investigations into "what the USIA should be," Edward L. Bernays noted, became the basis for organizing The Emergency Committee for a Reappraisal of United States Overseas Information Policies and Programs and this symposium as well. A bill to establish a nine-member review commission to clarify American informational aims has been introduced, but, Bernays added, "high visibility" of this problem is needed in public minds to get the bill "out of the hopper" and passed.

A taped interview with Senator Karl E. Mundt, (R- S.D.) Foreign Relations Committee member and co-author of the act setting up the USIA, was heard at lunch. While finding "no particular shortcomings" in the USIA, Mundt said, "We never do well

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### NATIONAL PRESS CLUB VOTES \$60 DUES HIKE

WASHINGTON, D.C. — Members of the National Press Club, meeting October 10, voted to approve an across-the-board increase of \$60 in dues for resident members, effective January 1, 1970. Rising costs of operation were cited by the Club's President, John W. Hefferman, as the reason necessitating this action.

NPC annual dues will become \$180 per year for resident actives, \$200 for resident non-actives and \$220 for resident associates. For non-resident actives and non-actives the dues remain at \$30 and for non-resident associates \$160.

## BOARD APPROVES NEW CHAIRMEN

The OPC Board of Governors, meeting on Oct. 30, approved President Hal Lehrman's nomination of chairmen to head four committees: John Luter, Membership Recruitment; Joseph Peters, Credentials Policy; Russell Tornabene, Catering; and, as Co-Chairmen, Dorothy Ingling and Li Ling-Ai, Entertainment.

The Peters and Tornabene committees are *ad hoc* temporary groups, the first to inquire into a possible tightening of future eligibility requirements for membership, the second into the feasibility of leasing OPC's food-and-drink operations to a catering

organization. Both groups will then make tentative recommendations to the Board for future study.

The Board voted also to grant the privileges of the Club's bar and grill facilities to the Newspaper Women's Club, Society of Magazine Writers, Adventurers' Club, National Academy of Television Arts and Sciences, and other press clubs having offices in the building.

Burnet Hershey was asked to look into a proposal from the US Marine Corps that special plaques be placed on a wall of the 10th floor Memorial

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## Calendar

**Tues., Nov. 11** — John Rigos, UPI Bureau Chief in Athens, will talk on "Where Is Greece Going?"

**Tues., Nov. 18** — "Racial Co-Existence in South Africa" by The Honorable Catherine Taylor, M.P.

A comparison will be drawn with racial co-existence in the United States by the United Party member of the South African Parliament for Wynberg. Mrs. Taylor has been described by the press of her own country as "a political dynamo." She is a strong believer in the ability of South African peoples to solve their own problems constitutionally in their own time and in peace. She regards South Africa as "the powerhouse of the African continent" and of greater strategic importance to America since Britain's withdrawal from the Far East and the closing of the Suez Canal.

Cocktails, 6:30 p.m., dinner, 7:30 p.m. \$6.00

\* \* \*

**Thurs., Nov. 20** — Homecoming Forum Dinner.

John K. Cooley, Middle East Correspondent, The Christian Science Monitor. Based in Beirut, Lebanon, since Nov. 1965. Also broadcasting for the ABC Radio News Network.

Title of his talk: "New Forces in the Middle East." Cocktails, 6:30 p.m., dinner, 7:30 p.m.

\* \* \*

**Tues., Dec. 2** — Brazilian Regional Dinner, organized by Brazilian Press Association's representative Eva Bán.

This evening will feature Brazil's famous dishes and wines and hors d'oeuvres. Principal door prizes will be two round-trip tickets to Rio via Varig, Stern Jewelers' beautiful brooch in 14 karat gold and turmalines, and ashtrays, gold and ebony charms, silver necklaces and Brazilian stones. Everyone will get a package of gifts of Brazilian coffee, demi-tasses, donated by IBC (Brazilian Coffee Institute), silver key-chains, etc. Carmen Santos, "Samba Queen" of Rio de Janeiro, will sing. Coordinator is De Witt Davidson.

Cocktails 6:30 p.m., dinner 7:30 p.m. \$7.00.

\* \* \*

**Thurs., Dec. 11** — Concert. Gilda Muhlbauer, violinist.

## U.S.I.A. (From page 1)

enough." Emphasized were improving output on the basis of "what we have learned" and "how to get the best minds." But to "put the story of America across, you don't put everything in the shop window.



Hershey



Wiebe

Two club officers, just back from overseas trips, gave their impressions. "Our best friends are confused," President Hal Lehrman said, "about just what the hell we're doing at home and abroad." The Voice of America, he added, has "too narrow" an appeal in that it reaches a select and already friendly audience, and the USIA is "hung up with bureaucracy." He pledged that the reappraisal would be potent.

### Policies Confused

"In terms of a popularity quotient of the United States," Treasurer James H. Sheldon reported, measuring USIA effectiveness is difficult. Various countries may react contradictorily to the same American policy. Criticism, he said, may be "not so much of information policies but of the policies themselves," such as toward Vietnam. A country, like a candidate in an election campaign, he suggested, may have to concentrate not on creating popularity for a position but on becoming the least unpopular contender for favor.

### USIA Inhibited

A broadly critical analysis was set forth by Paul Grimes, PHILA-



John Henderson, American U., George Gallup, Jr., American Institute of Public Opinion, Edward L. Bernays.

DELPHIA BULLETIN special projects editor, author of two series on American informational activities.

(See page 4)

## COME TO CANADA

Amid the skirling of bagpipe "music" played by a kilted Pipe-Major with the improbable name of Bruce Cameron Altschuler, Canada was honored last week at an OPC Regional Dinner.

A near-capacity audience heard the Dominion's Consul General, R.G.C. Smith, urge the U.S. press to "pay more attention to Canada" and to "come up North and find out how we are different.

Present, along with a large turnout of OPCers, including Canadian members Rohama Lee and Lucille Goodsitt, were a contingent of Canadian Government Travel Bureau representatives led by Percy T. Cole, General Manager for the Eastern U.S. Cole, former staffer on the Toronto Telegram, was introduced as a life member of the Toronto Men's Press Club and chairman of its change pro-



Pipe Major Bruce Cameron Altschuler blows a wee pibroch to honor men chiefly responsible for success of OPC's Canadian Regional Dinner: from left, Percy T. Cole, General Manager of Canadian Government Travel Bureau for Eastern U.S.; Lawrence G. Blochman, co-Chairman for event; and DeWitt S. Davidson, Chairman of Regional Dinners Committee. In background: unidentified "Medicine Man."

gram with 86 other press clubs, including OPC.

High point of the evening, following, a gourmet dinner featuring Canadian and other provincial specialties, was drawing for the grand door prize - two round-trips via Air Canada to any destination on its routes in Canada, plus six nights at any Canadian Pacific Hotel.

Lucky winner was P. Hermann L. Desir, former Consul of Haiti and member of the Board of Directors of the International League for the Rights of Man.

Producers of the event were Lawrence G. Blockman, who presided, aided by co-chairman Margaret Kreig and Regional Dinner Committee Chair-DeWitt S. Davidson.

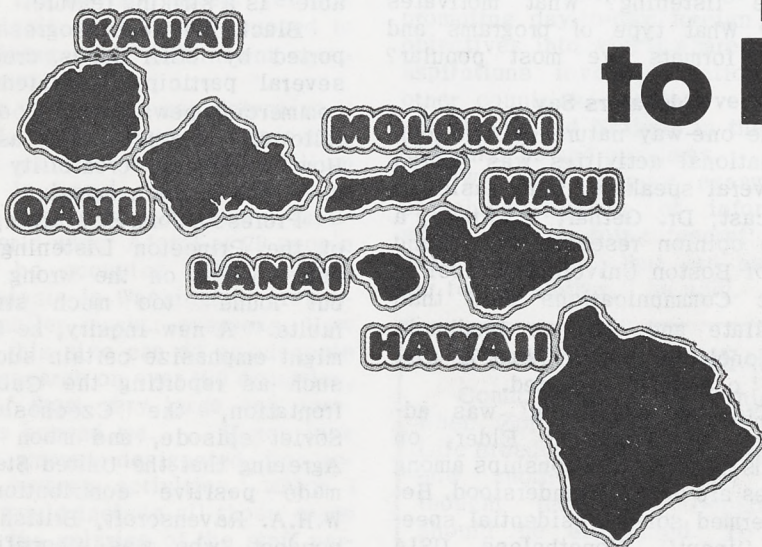


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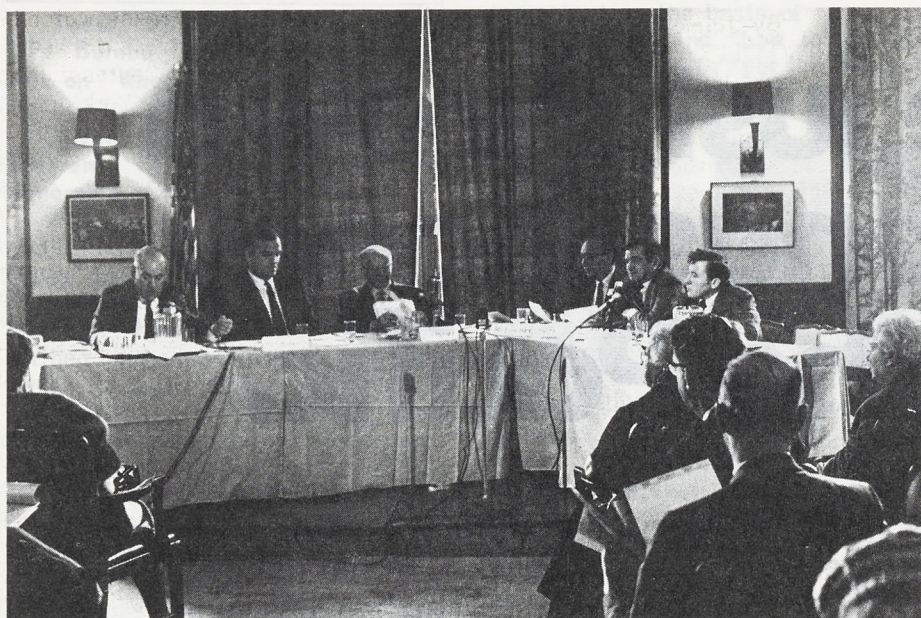
## TWA to Hawaii





# U.S.I.A. Comes Under Fire

(From Page 2)



L. to r. John Henderson, American U.; George Gallup, Jr., American Institute of Public Opinion; Edward L. Bernays; Co-chairman of Conference Hal Lehrman; Congressman Dante B. Fascell; Robert G. Delaney; Director Edward R. Murrow Centre, School of Law and Diplomacy.

What "sorely crippled" the agency, he charged, were lack of continuity, pressures on personnel from all sides, and machinery of congressional scrutiny and funding. In its annual appearances before Congress, he found the USIA "so inhibited" that its program is "diluted again and again" to allay critics on both right and left.

Former ambassador to Pakistan, Benjamin H. Oehlert, came up with suggestions that one-time Saigon public affairs officer, Barry Zorthian characterized as "drastic" and "enough to stimulate the juices."

"The USIA serves no useful purpose in any way commensurate with its costs," Oehlert said. He affirmed respect for its personnel as generally "experienced, able, dependable, diligent, and patriotic." But he viewed them as mired in a "struggle against insuperable obstacles," largely bureaucratic; they tried to serve two masters, their own hierarchy and the State Department. He proposed "a new, small organization to carry those views and news where private media cannot."

Spyridon Granitsas, long-time correspondent for Greek newspapers until 1967 and now with Cyprus Broadcasting Corporation, said funds were more likely to be generous for a language like Spanish, than for tongues like Greek or Hungarian. Yet

the total of such bypassed minority-language populaces may be great. "Falsification," or misleading presentation, was also scored.

The language point was also examined by Professor Frederick T. C. Yu, from the Columbia graduate School of Journalism, raised the general questions who, after twenty years, have yet to be answered: Are people listening? What motivates them? What type of programs and which formats are most popular?

## Educators Say

The one-way nature of American informational activities was scored by several speakers. It is easier to broadcast, Dr. Gerhart D. Wiebe, a public opinion research expert and dean of Boston University School of Public Communications said than to collate and evaluate feedback. "A monologue rather than a dialogue" occurs, he asserted.

"Creative education" was advocated by Professor Elder, on grounds that interrelationships among peoples are not well understood. He, too, termed some presidential speeches "inept". Nonetheless, USIA must disseminate them to maintain credibility, since commercial media will have done so.

Referring to a "conglomerate of problems," Ivan H. (Cy) Peterman, another veteran newsman, said "some

fine people" in USIA are "bedeviled by failure of the general directive out of Washington." He also scored timidity among some personnel, and asked, "Do we need better recruiting and certainly better training for the USIA, like that of the Peace Corps and military?"

## More Problems

That limited impact may be realized by informational activities was suggested by several specialists. "Propaganda works against South Africa," Ronald I. Rubin, author of *The Objectives of The U.S. Information Agency*, noted, adding, "Yet it is strong because of other instruments of strength." Weakening the USIA also are "disrupted locations of personnel, preventing meaningful contacts with the host country." USIA officers, he suggested, are "the modern version of the ancient nomad."

Also stressing impact of deeds and the "peculiar impact of the United States" was Francis X. Sutton, an international affairs officer with the Ford Foundation. "What happens at Berkeley or Columbia matters more than what happens in a Latin American, Italian, or perhaps Japanese university." For the American university system, he said, is looked to as a model. "What do you do to interpret these events?" he asked. Relative to developing countries, he observed "growing querulousness, suspicion, and revolutionism." Yet in such areas, the "sheer paucity of information available" is a striking feature.

Black American progress as reported by USIA loses credibility, several participants stated, since commercial news media boost their followers "through seamy aspects." How to develop credibility was an undertone of the symposium.

Professor John B. Whitton, founder of the Princeton Listening Center said "we're on the wrong track," but found "too much stress on faults." A new inquiry, he advised, might emphasize certain successes, such as reporting the Cuban confrontation, the Czechoslovakian-Soviet episode, and moon landing. Agreeing that the United States had made positive contributions was W.H.A. Ravenscroft, British correspondent, who was "horrified" by the quickness of some people to criticize America "for the slightest cause." When he returned to London, he said, the first questions asked him revolved around Vietnam, civil rights, and hippies. Lack of a



USIA role in the top decision-making was criticized by several, including Zorthian, "The time has come for a readjustment of techniques and approaches," he said, with flexibility to adapt to each country or regional situation.

But the former public affairs officer also criticized criticisms. "I've heard every cliché of criticism that I've heard since 1945!" he exclaimed. "They're outdated. We need more sophisticated criticism."

### Night Session

Periodic examination of the much criticized USIA is vitally necessary, and it should come from outside the structure, Dr. W. Phillips Davison said at the Conference.

Dr. Davison, author of "International Political Communication" and professor at Columbia University's Graduate School of Journalism, noted that examinations of USIA in the past have helped to pinpoint problems and solve some of them — and the need now is greater than ever.

"The world does not stand still," "Guidelines established as recently as four or five years ago are no longer appropriate, and have to be brought up to date. New technologies develop. New political forces come into being; old slogans must be abandoned and new ones adopted.

One flaw in the present USIA structure is that only a very small part of its budget and manpower is devoted to finding out what people in other countries are thinking and saying, Dr. Davison noted. Yet this is precisely what it is supposed to be advising other government agencies about.

"As nearly as I can determine," he said, "the Agency is requesting a total of just over three million dollars in fiscal year 1970 only to operate its policy and research facilities world-wide. A total of 79 people are to be occupied with research and analysis in Washington; probably a smaller number overseas. How a staff this size can do an adequate job of research on over 100 countries, many of them very large and complex, is beyond me. . . . If you look at the amount designated for 'research program activities,' which I gather would include all those costs beyond the salaries of the staff personnel, you find that in the fiscal year 1968, a total of \$5,088 was spent for all Latin America, \$25,159 for all Western Europe, and just over \$100,000 for East Asia and the Pacific. In other words, not much poli-

## WORLD-WIDE TICKER

By Jaime Plenn

MEXICO CITY — For the first time in the 27-year history of the Foreign Correspondents Association in Mexico, a woman has announced her candidacy for president in the December elections. She is Elsbeth Campbell, news editor of *Vision* international magazine, on whose staff she has been more than 14 years.

Also campaigning for the post is Carlos Viseras, bureau chief for EFE, the Madrid press agency . . . Robert Katz, dean of foreign correspondents here, has announced his retirement

cy advising is going to result from this level of effort."

In his argument for adequate overseas research, Dr. Davison said: "If USIA had had an adequate public opinion research program on Viet Nam from 1954 on we would very probably not face the difficult situation that we encounter there today. The situation in Viet Nam was incorrectly defined as a primarily military one, when it actually was much more a public opinion problem. Many of the difficulties we have encountered there could have been avoided if USIA had been able to deliver the kind of information and advice that it is supposed to be able to deliver."

Dr. Davison expressed hope that a reappraised USIA would go beyond promoting day-to-day foreign policy objectives into widely shared human aspirations involving nationals of other countries, other governments, and the United Nations in the spirit of frankness and openness.

"We offer a poor example by preaching freedom of information while still stamping 'secret' on so many documents that are basic to our foreign policy," he said.

### "OFF WITH THEIR HEADS"

Comic relief was injected when Zorthian, currently Time-Life Broadcast president, recalled how another ambassador once thought the State Department should be eliminated. To this heretical vein, Fascel looked upon abolition of both USIA and State Department as a "horrible specter," and further quipped that both outfits would like to get rid of Congress.

from Agence France-Presse, which he headed here for more than 16 years. His successor is Rene Centassi, who comes here from the New York office, and who has served in Latin America, Spain and Italy . . . Muriel Reger, correspondent for Religious News Service, has joined the staff of the Mexico City English-language daily, *The News* . . . Three correspondents being transferred this month are Boza Rafajlovic of Tanjug, returning to Belgrade for re-assignment; Jaromir Svamberk, CTK news service, to Prague for re-assignment; and Terrance McGarry, UPI, to Montreal as Canadian news coordinator. His replacement is Arthur Golden from New York City. . . Sviatoslav Perfiliev has succeeded Ruslan Tuchnin as correspondent here for Moscow radio and television. . . . Naotake Mochida has replaced Hiroshi Sionozaki as NHK, Japanese radio and television, correspondent. . . . George Natanson, CBS News, back from border coverage of the late "Operation Intercept". . . . George Reedy here supervising forthcoming debut of "Orbita," new Spanish-language Sunday supplement for Latin America, with associate Dan James of North American Newspaper Alliance.

### WASHINGTON TICKER

By Jessie Stearns

National Press Club dues for active members increased to \$180 per (See page 6)

### BOARD APPROVES CHAIRMEN

(From page 1)

Room in honor of USMC and other Armed Services combat correspondents killed in action while in pursuit of their reportorial duties.

It was reported that the all-day conference held Oct. 22 on "The Case for Reappraisal of US Information Policies and Programs" had been an informational, prestige and news-making success, and that tapes or transcripts of the proceedings had been urgently requested by the White House and the United States Information Agency.

The Board heard from Noel Fox in Copenhagen that, as a result of President Lehrman's recent visit to Denmark, a drive has begun by resident foreign newsmen in the Danish capital to obtain a "Foreign Press Club meeting facility 'and improve' communication between foreign journalists and the Foreign Ministry.





# THE OVERSEAS PRESS BULLETIN

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Editorial deadlines (week of publication): Noon Mondays for column items, noon Tuesdays for all other material.

## STILL SEARCHING

There is a continuing search for the addresses of the members listed below.

If you have a current address for any listed the OPC Business Office would like to get it.

John Bilitz  
Mary Boden  
Walter Briggs  
Joseph Brown  
David Dugas  
Conrad Clark  
Frank Gibney  
Sam Halper  
Charles Kress  
Argyle W. Linington  
Daniel McGrary  
Lawrence McMaster  
Arturo Rosenblueth  
William A. Rutherford  
Lester Schechter  
Charles R. Smith  
Harry P. Wiseman



## SHOW PROGRESS IN FINANCIAL REPORT

Advance sheets from an upcoming certified audit — the first in the Club's history — show that defalcations in 1968 and earlier years and penalties for failure by paid management to file tax returns during that period contributed more than \$99,000 to the OPC's deficit of April 30, 1969. This amount was subsequently reduced, in June, by receipt of \$25,000 recovered under an insurance bond.

The completed audit is promised for early November delivery by the accounting firm of Alexander Grant, Inc., into which the firm of Klein, Hinds and Finke has recently merged.

Other evidence brought to light since the resignation last November of the Club's Executive Director, the late Francis E. O'Rourke, indicates that further substantial losses were sustained by the Club because of misleading month-to-month figures given to the Board of Governor by the Club's salaried manager.

The Club's total liabilities at the end of the one-year period under review are set by the audit at \$336,074 — as against cash on hand and accounts receivable of \$116,983. Due to economies, controls and other vigorous measures instituted immediately after signs of irregularities were detected, total liabilities have since been measurably reduced by payment of an additional \$19,448 on back taxes, and \$18,758 profit on Dateline and the Annual Dinner, hikes in rentals paid by Club tenants to realistic levels, and improvements in operational procedures which resulted in a "break even" report for May and a \$3,560 profit in June. (This contrasts with losses of more than \$10,000 in each of the corresponding months during the preceding year.)

Further improvement is projected from increasing catering and other revenue-producing activities.

The accounting data from the Grant survey largely confirms the month-to-month profit and loss figures submitted since the reorganization of the Club's Accounting Department last December.

With continued receipt of assessment payments due from a fraction of the membership, it is estimated that the remainder of the bill on Federal tax accounts will be completely met before the end of the calendar year.

## WASHINGTON TICKER

(From page 5)

year from \$120 . . . . The original black-and-white TV equipment installed in the White House studio has been donated to Howard University in Washington. The new equipment has been replaced by new color facilities from the three networks. John Lynch, ABC News, William Snall, CBS News, and Frank Jordan, NBC News, represented their companies in making the gift. . . . **Earl Mazo**, White House correspondent for Reader's Digest and a biographer of President Nixon, has joined WTOP-TV (CBS) as a political commentator. Mazo, a political writer for 32 years with New York Herald Tribune and New York Times, before joining the Reader's Digest in 1965, will appear on Channel 9 several times a week for the Digest . . . . Herbert Klein, Director of the White House Office of Communications, selected for Ruder & Finn Public Information Award in 1969 as the government information unit doing the most outstanding job. . . . **Marjorie W. Young**, Travel Editor of the Anderson Independent and the Daily Mail, Anderson, S.C., was among the members of the American Newspaper Women's Club viewing the film "Royal Family" at the British Embassy.

## MIDLAND GUARDIAN COMPANY,

Cincinnati-based finance company, specializes in mobile home financing and operates mobile home manufacturing plants. (One of every five new single-family homes purchased is a mobile home.) Midland also engages in small loan and retail consumer financing through branches in the Midwest, Southeast and Gulf states. The firm's assets exceed \$200 million.

Helping tell the story of  
Midland Guardian and other  
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PUBLIC RELATIONS



# Membership

## MEMBERSHIP APPLICATIONS ACTIVE

CYNTHIA BAKER GRENIER — Freelance Writer, International Famous Agency, N.Y.

RICHARD GRENIER — Special Correspondent and Contributing Editor, Westinghouse Broadcasting and Cosmopolitan Magazine, Paris, France.

## ASSOCIATE

IRA F. BEAL — Manager, Program Administration, Columbia News Div., N.Y.

FERIDUN DEMOKAN — Correspondent, *Yeni Istanbul Daily*, N.Y.

MICHAEL B. SILVER — Writer, National Broadcasting Company, N.Y.

DAVID J. THORMAN — Publisher, National Catholic Reporter Publishing, Inc., Kansas City, Mo.

## AFFILIATE

GEORGE E. MEAD — Manager, American Machine and Foundry Co., N.Y.

DION O'WATT — Vice President, The John Adams Fund, Inc., N.Y.

The Admissions Committee announces the Transfer from Associate to Active Membership of the following Members:

*John E. Kelly* — Public Information Advisor, Office of the Secretary of the Army.

*Ralph Leviton* — Foreign Editor, Chemical Week, N.Y.

## TO ALL CORRESPONDENTS

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(Editor)

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Hostesses at the day-long session re: The U.S.I.A. at the OPC. Left to right: Kathleen McLaughlin, Florence Z. Friedman, Ruth Gruber, Frances Kish. Back row: Rachael Baumel, Ruth Biemiller, Wilma Dobie. Mrs. Ling-Ai was present but not available for the picture. (Foto: Lauro Boccioletti)

## HOMECOMING FORUM:

# UPI Athens Bureau Chief to Lecture At Club, Nov. 11

The complex outlook in Greece today will be evaluated by veteran Foreign Correspondent *John Rigos* at an OPC Homecoming Forum dinner at the Club on Tuesday, Nov. 11.

Rigos, who is UPI Bureau Chief in Athens, is back in the US for a couple of weeks before his return to Greece. His OPC talk on



Rigos

"Where is Greece Going?" will be his only such appearance here.

Prior to his current assignment, Rigos spent 18 months covering the Congo and also represented the Christian Science Monitor in Beirut. He is presently the President of the Foreign Press Association in Athens.

Accompanying Rigos on the dais will be Mr. Spiros Markesinis, former Greek statesman who was leader of the Progressive Party of Greece and Minister of Coordination through 1953-54.

Markesinis has published four volumes of political history concerning modern Greece. His work is now in process of translation into English.

## PANEL MEMBERS AT OPC U.S.I.A. CONFERENCE

DR. EDWARD L. BERNAYS, Co-Chairman of the Conference and Chairman, Emergency Committee for Reappraisal.

GEORGE GALLUP, Jr., President, American Institute of Public Opinion.

DR. ROBERT F. DELANEY, Director, Edward R. Murrow Centre, Fletcher School of Law and Diplomacy.

JOHN HENDERSON, American University, Author of "The U.S. Information Agency".

SEN. KARL MUNDT, Member, Foreign Relations Committee. Author of the Smith-Mundt Act, which set up the U.S.I.A.

CONGRESSMAN DANTE B. FASCELL, Member House Foreign Affairs Committee, Member U.S. Delegation to the UN.

FREDERICK T. C. YU, Professor, Graduate School of Journalism, Columbia University.

PAUL GRIMES, Special Projects Editor, Philadelphia Bulletin.

FRANCIS X. SUTTON, Ford Foundation.

JOHN B. WHITTON, Princeton Listening Centre.

RONALD I. RUBIN. Author of "The Objectives of the U.S.I.A."

DR. GERHART D. WIEBE, Dean of School of Public Communication, Boston U.

DR. ROBERT F. ELDER, Author of "The Information Machine, Professor of Political Science, Colgate University.

BENJAMIN H. OEHLERT, former US Ambassador to Pakistan.

BARRY ZORTHIAN, President, Time-Life Broadcast, Inc., former Public Affairs Officer, U.S.I.A., Saigon.

DR. W. PHILLIPS SAVISON, Author of "International Political Communication", Professor, Graduate School of Journalism, Columbia University.





## PEOPLE & PLACES By Wambly Bald

**SURPRISE:** President and Pat Nixon sent a joint letter of congratulations to the **Myer Agens** on the occasion of their Golden Wedding Anniversary. "What have I done to deserve this!" wonders the amazed and delighted Agen, recently retired as Senior Editor of Armed Forces Press Service. Incidentally, his Paris-born wife Helene was one of the first World War I "war brides" in Myer's doughboy years. Exclusive of matrimony, he's been given four decorations to remember the French by: Legion of Honor, Liberation Medal, Verdun Medal, St. Mihiel Medal. And as to the Nixon's letter now in his possession, it's been framed — naturally.

**THE WORKING PRESS:** AP's **Carl Hartman** reports from Brussels that when Senator Kennedy arrived there to attend the North Atlantic Assembly, he tried to brush off the press. Hartman managed to soften him up a bit by reminding him of an East Berlin tour they made together in 1962. "Sure, I remember that," Kennedy told him. "My brother never let me forget it."

**SPEAKERS:** **James Wakefield Burke** delivered a post-Moratorium Day address at the University of Dallas. Burke took the Spiro Agnew stance which won him applause at that conservative institution of learning . . . **Elaine Shepard** addressed the faculty of Long Island University on honesty of the press. . . . NBC's **Irving R. Levine** now lecturing on "Europe in the 70s" at a dozen college campuses and state teachers' associations.

### TO AUDIT

The conference was barely over when radio station WGBH-FM, Boston which covered the proceedings received a request from the USIA for a copy of the tape. Almost immediately after the White House also requested a tape.

The 12 hour long symposium was covered by WRVR-FM, New York; WAMU-FM, Washington, D.C.; WVHY-FM, Phila., in addition to WGBH-FM mentioned above.

**ARTICLES:** **Nancy Winters**, back from assignments in Kenya, has two November magazine pieces. *Woman's Day*: "The Hidden Threat to your Child's Sight." And *Cosmopolitan*: "You Love Him More Than He Loves You."

**NEW POSTS:** OPC Secretary **Lin Root**, science writer, novelist, playwright, has gone campus for the fall months. She signed on at Penn State University as visiting professor of English composition. . . . **Art Milton**, publisher of Levittown Trib, appointed to represent NY Press Assn. at the NY State "Free Press-Fair Trial" Conference. . . . **Lee Griggs**, a Time-Life bureau chief now stationed in Hong Kong, is transferring back to Beirut where he ran the Middle East bureau for four years. . . . **Marjorie Burns Shanard** named by Sec. of the Army Stanley Resor as the first woman board member of the Panama Canal Co. . . . **Jay Bushinsky** has been named Tel Aviv bureau chief for Group W (Westinghouse Broadcasting Co.) Foreign News Service. Before joining Group W, he was the correspondent in Israel for the Chicago Daily News Foreign Service.

**HONORS:** Five leaders in the field of inter-American journalism, three from Latin America and two from the US, honored on Nov. 6 at the 31st annual presentation of the Maria Moors Cabot Prizes at Columbia U. One of the gold medal recipients is **Edward W. Barrett**, director of the Communications Institute of the Academy for Educational Development and formerly dean of Columbia's Graduate School of Journalism. . . . The Pat Davis Memorial Award was won by **Elizabeth Fagg** (Olds) for her story "The Dirt Dauber" in the Pen and Brush Club's short story contest. She has recently completed a three-year term of office as First National Vice-President of the Society of Woman Geographers and Chairman of the society's New York chapter.

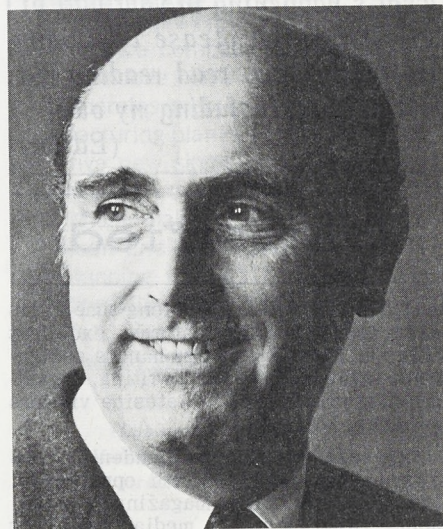
**GLOBE-TROTTING:** **Irene Corbally Kuhn** lectured Nov. 3 at the Women's American-Oriental Club, NYC, on her recent four-month swing through the Far East. Irene has also been in Central America where,

among other personalities, she met with Brig. Gen. Omar Torrijos, Chief of the National Guard. Accompanying her were **Stanley Ross** of El Tiempo and John Chamberlain, King Features. . . . Veteran foreign correspondent **David Darrah** and wife Simone back in town from Biarritz on their annual visit here. Darrah, recently retired, was with Chicago Trib as bureau chief in Paris, Rome and London. . . . **Ralph D. Gardner**, who heads an advertising firm here, is back from annual visit with clients in Europe. His article, "Alger Heroes, the Merriwells, et al!" appeared in October issue of Dime Novel Roundup. . . . **Dorothy Ducas** (Mrs. James B. Herzog) back from Nairobi, Kenya, where she was present at the birth of her first granddaughter. Her son John, now living in Kenya, has been engaged on a child development research project at the University of East Africa.

**CONGRATULATIONS:** **Beth Fine** the OPC's Membership Secretary and Acting Office Manager, was promoted to the rank of Motherhood on October 28 thanks to a 7 lb. 4 oz. baby girl.

. . . **Dr. Herman Desir** returned from a sad trip to Tangier to bury his son, **Franz**, 23, who died in a Tangier hospital. . . . Get well wishes to **Beulah Harris**, now at North Shore hospital.

## Bonn Appoints New Press Chief



**Ruediger Baron Von Wechmar**, director of the German Information Center, New York since 1968, has been appointed Deputy Press Chief of the West German Government in Bonn.

He will return to New York, remain here until March and will then leave for West Germany to assume his new duties.